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Standardized Master Template – Gene W. Poor Digital Archive

Collection: Gene W. Poor Digital Archive
File Name: 2005_theentrepreneursjourney_fromdreamingtodoing_final.pdf

Type of Material: Book
Original Format: Perfect-bound print book
Format (Digitized): PDF, scanned 300 dpi color

Pages Included: Book cover and back cover
Title of Work: *The Entrepreneur's Journey – From Dreaming to Doing*
Creators: Dr. Gene W. Poor and Dr. Rodney Heiligmann
Publisher / Organization: Dallas – Hamilton Center for Entrepreneurship & Innovation
Institutional Affiliation: Bowling Green State University, Bowling Green, Ohio
Date of Publication: 2005

Subjects:
Design; Engineering; Construction; New Business Ventures; Entrepreneurs; Creativity; Innovation; Risk; Failure; Market Research; Feasibility Study; Customers; Raising Capital; Differentiation; Business Planning; Value Proposition; Niche Markets

Language: English

Captured By: Dr. Gene W. Poor
Date Captured / Scanned: November 2025

Short Description:

A practical roadmap for turning ideas into action—helping first-time entrepreneurs move from dreaming to doing.

Expanded Description / Subject:

The Entrepreneur's Journey – From Dreaming to Doing is a comprehensive, step-by-step pathway designed for first-time entrepreneurs—individuals inspired to build something but uncertain where to begin. Drawing on decades of experience in entrepreneurship, design, and innovation, Dr. Gene W. Poor and Dr. Rodney Heiligmann guide readers through the essential mindset shifts, disciplined creativity, and practical processes that transform ideas into real ventures.

The book challenges readers to think differently about opportunity, risk, and execution, bridging the gap between inspiration and implementation. Topics include market research, feasibility, differentiation, customer discovery, business planning, value propositions, and the emotional realities of starting something new. The work has served as a foundational tool for aspiring entrepreneurs, students, and innovators seeking a structured approach to launching viable ideas.

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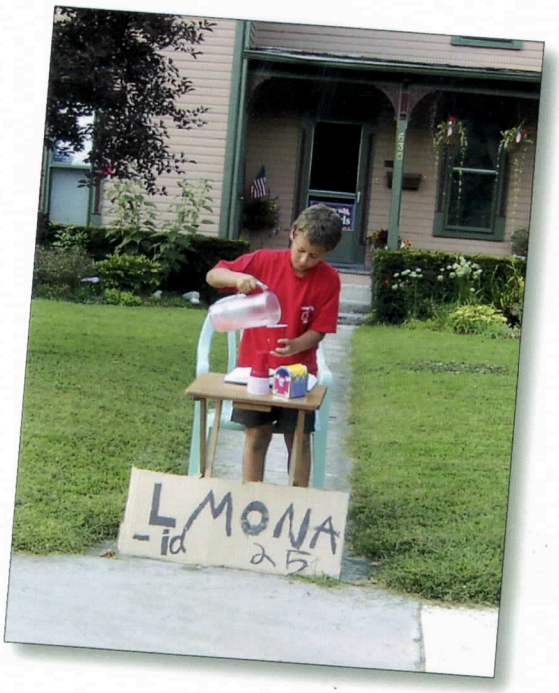
The Entrepreneur's Journey

From dreaming to doing



Gene Poor & Rodney Heiligmann

Written for aspiring entrepreneurs by seasoned entrepreneurs.

"If you really want to do something you have never done before, you have to think in ways you've never thought before. This book by Poor and Heiligmann will teach you how!"

Barry and Mary Ellen French

Cofounders of Razor Technologies Inc.

"Finally a book on entrepreneurship that stresses what's really important–margin. As a business owner, it literally took me years to fully understand and appreciate the importance of margin for business survival."

Steve Hanson

CEO–Hanson Productions

"An essential tool for anyone seriously thinking about becoming an entrepreneur. I've been in business for over 20 years, and I couldn't put it down (and I don't like to read)."

Tom Dowd

CEO–Ohio Vacuflo

"Gene and Rodney have obviously been there and done it. Nice to hear from folks who are willing to share their experience and scars to lead the way for others. Good read. Great advice!"

Richard Swanson

CEO–Swanson and Associates

Gene Poor Ph.D., is the first Endowed Professor of Entrepreneurship at Bowling Green State University and the 2005 University Master Teacher. He is also the recipient of the 2004 Ernst and Young Entrepreneur of the Year for Northwest Ohio. His career has been a combination of university teaching, administration, research, and program development coupled with intense entrepreneurial innovation, product creation, training, and consultation within the private sector. During his career as both educator and entrepreneur, Poor has worked with over 400 companies, museums, theme parks and retail organizations. He has written numerous articles and eight books on several technology topics, and has made over 200 presentations throughout the United States, Europe, and the Middle East.

Rodney Heiligmann Ph.D., is the Director of the Dallas-Hamilton Center for Entrepreneurship and Innovation at Bowling Green State University. Rodney's career has been focused on exhibit design, media production, communication theory, and theme park attraction development. He is also a principle partner of LifeFormations, a company that designs and develops lifelike static and animated characters for museums, theme parks, retail outlets, restaurants, and trade shows. Rodney has consulted with dozens of start-up companies across the world, written articles, given scholarly presentations, designed numerous award winning exhibits, and co-authored another benchmark book with Poor entitled *Animatronics–A Designer's Resource Guide*.

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